

Sales Management, Graduate Certificate

Overview

The Graduate Certificate in Sales Management is designed to provide sales managers with an integrated approach to sales management that recognizes the customer journey does not end with a sale; instead, it is a continuous process of identifying opportunity, recognizing customer challenges, addressing customer pain points, and supporting customer success. To develop these skills, it is important for sales managers to better understand how analytics and AI can be used to understand customer behavior and predict market trends, develop strong leadership skills to build successful teams, and to use project management techniques to better reach goals.

Program Requirements

Complete all courses and requirements listed below unless otherwise indicated.

Required Courses

Code	Title	Hours
LDR 6100	Developing Your Leadership Capability	3
SMT 6010	Building Business Acumen	3
SMT 6020	Managing the Customer Experience	3
SMT 6060	Decision Support and Sales Analytics	3

Elective Courses

Code	Title	Hours
Complete a minimum of 6 credits from the following:		
CMN 6040	Consumer Behaviors in the Online Environment	3
CMN 6045	Leveraging Digital Technologies: Strategy, Assessment, and Governance	3
CMN 6060	Negotiation, Mediation, and Facilitation	3
EAI 6020	AI System Technologies	3
LDR 6110	Leading Teams Strategically in a Global Environment	3
LDR 6135	Ethical Leadership	3
PJM 5900	Foundations of Project Management	4
PJM 6185	Managing Innovation Projects	3
PJM 6210	Communication Skills for Project Managers	3
SMT 6983	Special Topics (Special Topics)	3

Program Credit/GPA Requirements

18 total quarter hours required

Minimum 3.000 GPA required